



NACAA Policy Resolution

RESOLUTION SUPPORTING CHANGES TO MARKETING OF ALCOHOLIC ENERGY DRINKS TO UNDERAGE CONSUMERS

WHEREAS, alcoholic energy drinks constitute an increasingly large share of the alcoholic beverage market; and

WHEREAS, tests have demonstrated that stimulants such as caffeine lend false confidence by deceptively reducing feelings of intoxication while not actually improving sobriety or judgment; and

WHEREAS, an estimated 24% of college students regularly consume alcoholic energy drinks; and

WHEREAS, these alcohol users statistically drink more and get drunk more often than those who imbibe without caffeine; and

WHEREAS, they are at a statistically higher risk of: being taken advantage of sexually; taking advantage of someone else sexually; riding with an intoxicated driver; being physically injured; and requiring medical treatment; and

WHEREAS, in a recent survey, underage drinkers reported consuming alcoholic energy drinks to hide the flavor of caffeine and to be able to drink more; and

WHEREAS, the advertising, packaging, and naming of alcoholic energy beverages suggest an attempt to appeal to underage drinkers; and

WHEREAS, 31% percent of 12 to 17 year-olds are regular consumers versus 22% percent of 25 to 34 year olds; and

WHEREAS, unless state and national government, in coordination with alcohol manufacturing entities and distributors, crack down on the production and improper marketing of these beverages, minors and young adults will continue to imbibe them and suffer the dangerous effects of mixing alcohol with caffeine, more so than any other portion of the population; and

WHEREAS, in light of the above, twenty-nine State Attorneys General have urged for the modification of alcoholic energy drink marketing and production; and

NOW, THEREFORE, BE IT RESOLVED THAT THE NATIONAL ASSOCIATION OF CONSUMER AGENCY ADMINISTRATORS (NACAA):

1. Urges its members to work closely with government and other organizations to promote the enhancement of consumer protection of underage consumers from marketing of alcoholic energy drinks;
2. Urges the federal and state governments and their Attorneys General to increase pressure and scrutiny on the producers and distributors of alcoholic energy drinks, with a focus on prevention of marketing towards minors and underage consumers;
3. Urges law enforcement authorities to take action using existing laws against those who use deceptive marketing practices in the promotion of alcoholic energy drinks;
4. Authorizes the NACAA Executive Director and its Executive Board and Officers to advocate in support of the prohibition of alcoholic energy drink marketing as it now exists; and
5. Encourages NACAA members to use this resolution in their own efforts to advocate on behalf of consumers in support of this policy.

Date: _____

Jim Rabbit
NACAA President



Jeffrey L. Hill
NACAA Vice President of Public Policy